

# Celebrating 18 Years!



 **e-DRIVE**  
www.e-driveonline.com

- Advertising Solutions:
- Website
  - eNewsletter
  - Magazine
  - Online Buyer's Guide
  - Motors Conference

Connect With Us



## About e-Drive

*e-Drive* Magazine covers the technical advancements and integration of new motors, drives, motion control systems, sensors, ICs and all related subsystems and components for electrodynamic and electromotive systems. Readers are OEM and system design engineers who integrate electric motors, drives and related components in their product development and applications engineering, and developers of electric motor and drive systems in all industries. *e-Drive* has a distribution of 50,000 copies worldwide. Subscriptions are free to qualified recipients.

## The Readers

Readers are design engineers, application engineers, system engineers, manufacturing and production managers who are involved in the design, integration and operation of motors, drives, motion control and electrical motive and power systems.

*e-Drive's* editorial mission is to support design/system engineers and OEMs who integrate motor and drive systems into their products; industrial end-users that integrate or operate motors or drive systems; or manufacturers of motors or drives.

## The Advertisers

Advertisers are suppliers of motors, drives, and all related motion control and power components and subsystems including electrical assemblies, ICs, sensors, controllers, automation systems, encoders, temperature control, testing, materials, software, custom manufacturing services and other products for electrodynamic and electromotive systems.

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## Contacts

### Sales Manager

Scott Webster 917-445-6122  
ScottW@WebcomCommunications.com

### Senior Editor

Shannon Given 608-351-9245  
ShannonG@WebcomCommunications.com

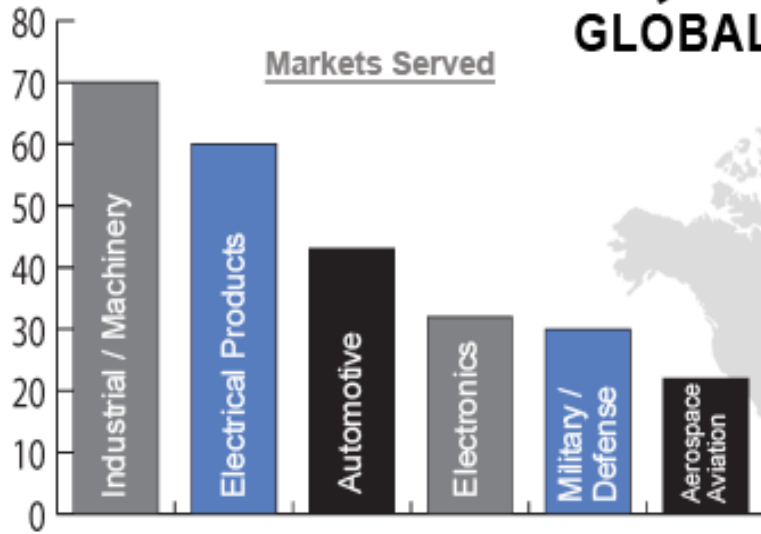
### Advertising Inquires

Advertising@WebcomCommunications.com  
720.528.3770 x 125



Reach top prospects from multiple key markets all in one place

**70,000+**  
GLOBAL AUDIENCE



GLOBAL PRESENCE

**84% North America**  
**9% Europe**  
**7% Asia**

Purchaser or Supplier of

- Sample of 2017 Media Sponsorships**
- Shenzhen Small Motors & Magnetic Expo 2017
  - APEC 2017
  - CWIEME Chicago
  - ECCE



The screenshot shows the e-DRIVE website layout with several advertising spots:

- A Leaderboard (728 x 90):** Located at the top right of the page.
- B Skyscraper (125 x 500):** A vertical banner on the right side of the main content area.
- C Vertical Banner (125 x 240):** A vertical banner on the right side, below the Skyscraper.
- D Button (125 x 125):** A small square button on the right side, below the Vertical Banner.
- E Logo Link (125 x 50):** A small horizontal logo link at the bottom right of the page.

The website content includes sections for 'FEATURED ARTICLES', 'INDUSTRY NEWS', 'AC/DC DRIVES', 'AC/DC MOTORS', 'SUB-SYSTEMS & COMPONENTS', and 'INDUSTRY RESOURCES'.

## Website Advertising Options

eDriveOnline.com has thousands of visitors each month that are looking for news on the latest in motor & drive related technology. Website activity has grown 80 percent in only two years. Returning visitors as well as an increasing amount of new visitors provide advertisers with high quality potential customers.

### Monthly Rates (NET)

	Size	1X	6X	12X
<b>A</b>	Leaderboard 728 wide x 90 tall	\$1,600	\$800	\$525
<b>B</b>	Skyscraper 125 wide x 600 tall	\$1,375	\$675	\$450
<b>C</b>	Vertical Banner 125 wide x 240 tall	\$850	\$375	\$300
<b>D</b>	Square Button 125 wide x 125 tall	\$350	\$200	\$150
<b>E</b>	Logo Link 125 wide x 50 tall	\$275	\$225	\$175

Banners should be in jpg, gif, animated gif, or flash format, 72 dpi, RGB color and the size specified above. All positions are sold on a 50% alternating basis. Add 30% to the rate for 100% basis.

## Focused Online Advertising: Technology Center

### Technology Center Sponsorship Advertising

Sharply focus your marketing dollars on just the audience who is interested in your category. Your ad dominates the news and information flow pertaining specifically to your market. A powerful branding tool for a surprisingly low price.

Click on the Technology Center navigation bar to determine which category is your best fit. Your banner advertisement will be dynamically served to this Technology Center's main page and to every article page. You capture the attention of every reader who is interested in your particular category as they read every news item and article matching it.

Technology Center Sponsorship is an exclusive club. Only a limited number of sponsor ads are placed in each category so you powerfully dominate the marketing in your product sector.

Sponsorships are sold for a minimum of six months.

### Lets Break It Down:

- **Dominate your Market:** Place ads on pages that are specific to your products!
- **Inquiry Driven:** Your ad is dynamically placed on every page in your category.
- **Lower Rates:** Because the pages your ad goes on are category specific, the rates to advertise are lower.
- **Build Your Brand:** Our rates are designed to help you run long-term and steady. Every day, 24x7, because that's what works.



Monthly Rates		
Size	6X	12X
Leaderboard	\$525	\$325
Skyscraper	\$325	\$250
Vertical Banner	\$225	\$175
Square Button	\$150	\$125
Logo Link	\$125	\$100

(10% discount if paid in full at time of order.)

## Focused Online Advertising: Online Buyer's Guide

### Get Listed in the E-Drive Magazine Online Buyer's Guide

The E-Drive Magazine Online Buyer's Guide is a great way to be in front of potential customers. The Online Buyer's Guide is a searchable tool for users to find motors and drives related products and services they desperately need. Make sure your company is visible when a potential customer searches for the specific products or services your company can provide.

The Motors & Drives Buyer's Guide is an online guide that covers the Motors & Drives Industry from A to Z. It's a Virtual Expo of products and services, available 24x7 worldwide.

#### The buyer's guide includes listings for:

- Manufacturers of AC/DC Motors & Drives Systems
- Testing Equipment & Software
- Motion Control Systems
- Sensors
- Encoders
- Services related to Motor/Drive and Motion Control products and systems.

### You Have Several Options to be Listed in the Buyers Guide

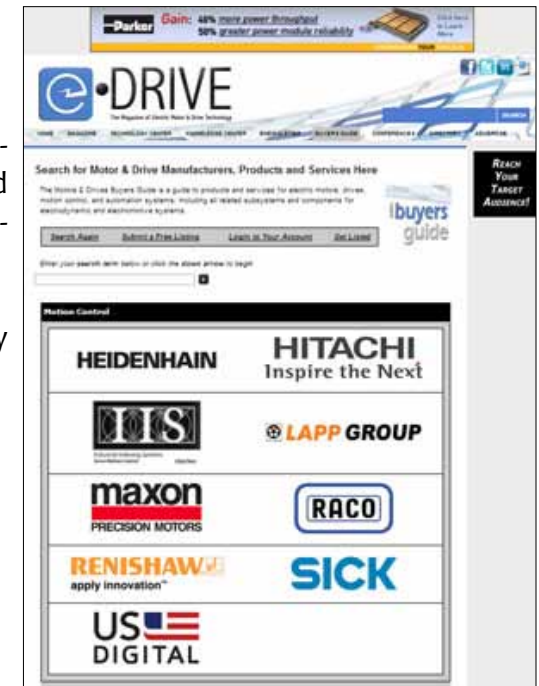
#### Basic Company Profiles – \$600 per year (\$50 for Additional Categories)

- Three Enhanced Category Listings
- Custom keyword tagging for Search Engine Optimization (SEO)
- Company logo in color that is linked to your website
- Complete contact information
- Your social media links: Facebook, Twitter, LinkedIn, etc
- 100 word company/product description on your own exclusive profile page



#### Enhanced Company Profiles – \$750 per year (\$50 for Additional Categories)

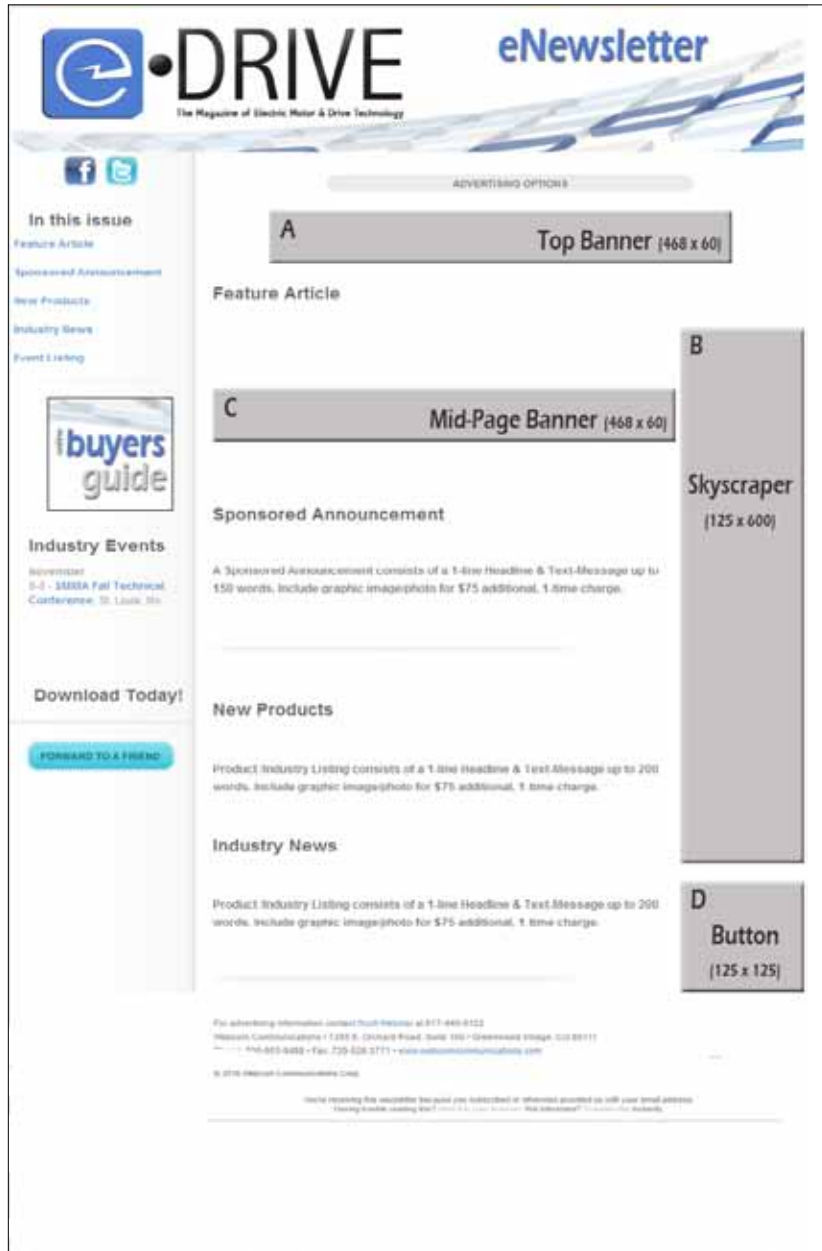
- All of the services in the Basic Profile, plus you get more options for additional postings and greater SEO customization
- Up to six Enhanced Category Listings & 500 word description
- Post up to three product catalogs, announcements, white papers, product sheets or other deliverables



#### Deluxe Company Profiles – \$1,275 per year (\$50 for Additional Categories)

- All of the services in the Basic & Enhanced Profiles, plus these powerful features for top-tier exposure, interactivity and SEO customization.
- Up to ten Enhanced Category Listings & 750 word description
- Post up to 10 product catalogs, announcements, white papers, product sheets or other deliverables.
- Post up to three product/company videos with interactive links to YouTube or your Website.
- Banner ad (button-size, rotating) appears on all Buyers Guide pages.
- (For larger sizes such as Leaderboard, etc., consult your representative for availability and pricing.)





## eNewsletter Advertising Options

Twice a month the eDrive eNewsletter goes out to 5,000 readers that are looking for the latest in motor & drive technology. These readers include technical contacts in the motors & drives industry, as well as OEMs in need of the latest technology for use in their products. Advertising in the eDrive eNewsletter is a great way to reach potential buyers of your motor & drive related products and services.

Size	1x	6x	12x
<b>A</b> Top Banner 468 wide x 60 tall	\$1,125	\$850	\$575
<b>B</b> Skyscraper 125 wide x 600 tall	\$950	\$700	\$475
<b>C</b> Mid-Page Banner 468 wide x 60 tall	\$700	\$500	\$350
<b>D</b> Button 125 wide x 125 tall	\$575	\$400	\$300
Sponsored Announcement <i>* See below</i>	\$575	\$400	\$350
Product/News Posting <i>* See below</i>	\$575	\$400	\$300
Event Posting	\$300	\$250	\$200
Job Posting	\$300	\$250	\$200
White Paper Posting	\$300	\$250	\$200

*\* Sponsored Announcement and Product Posting consist of a 1-line Headline, Image (125 x 125), and Text-Message up to 150 words.*

## Materials Deadlines

Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
1/3	2/1	3/1	4/3	5/1	6/1	7/3	8/1	9/1	10/2	11/1	12/1

## Digital Magazine Editorial Calendar

Issue Close Dates	Focus	Applications
<p><b>Spring</b> (Digitally Issues April 2017)</p> <p><b>Editorial Due: 2/20/17</b>  <b>Space Close: 2/27/17</b>  <b>Materials Due: 3/3/17</b></p>	<p>Motor Designs &amp; Advancements</p> <ul style="list-style-type: none"> <li>• New DC &amp; AC Motor Designs/Systems</li> <li>• Energy Efficiency</li> <li>• Thermal Management</li> </ul>	<ul style="list-style-type: none"> <li>• Automotive</li> <li>• Robotics, Precision Machinery</li> <li>• Industrial &amp; Manufacturing Equipment</li> <li>• Consumer Appliances</li> <li>• Traction Motor/Drive Applications</li> <li>• Mechatronics, Nanomotion</li> <li>• Alternative Energy Systems</li> </ul>
<p><b>Summer</b> (Digitally Issues August 2017)</p> <p><b>Editorial Due: 6/19/17</b>  <b>Space Close: 6/26/17</b>  <b>Materials Due: 7/6/17</b></p>	<p>Testing, Monitoring, Maintenance, Reliability</p> <p>Subsystems &amp; Components</p> <ul style="list-style-type: none"> <li>• Software</li> <li>• Power Electronics/Power Management</li> </ul>	<ul style="list-style-type: none"> <li>• Automotive</li> <li>• Robotics, Precision Machinery</li> <li>• Industrial &amp; Manufacturing Equipment</li> <li>• Consumer Appliances</li> <li>• Traction Motor/Drive Applications</li> <li>• Mechatronics, Nanomotion</li> <li>• Alternative Energy Systems</li> </ul>
<p><b>Winter</b> (Digitally Issues January 2018)</p> <p><b>Editorial Due: 11/20/17</b>  <b>Space Close: 11/27/17</b>  <b>Materials Due: 12/1/17</b></p>	<p>Drive Systems &amp; Motion Control Advancements</p> <ul style="list-style-type: none"> <li>• New and Improved Drive Systems &amp; Motion Control</li> <li>• AFD &amp; VFD Applications and Integration</li> <li>• Sensors and Encoders</li> <li>• Internet of Things/Cloud Control</li> </ul>	<ul style="list-style-type: none"> <li>• Automotive</li> <li>• Robotics, Precision Machinery</li> <li>• Industrial &amp; Manufacturing Equipment</li> <li>• Consumer Appliances</li> <li>• Traction Motor/Drive Applications</li> <li>• Mechatronics, Nanomotion</li> <li>• Alternative Energy Systems</li> </ul>
<p><b>In Every Issue: New Products, Application &amp; Technology Features and Industry News</b></p>		



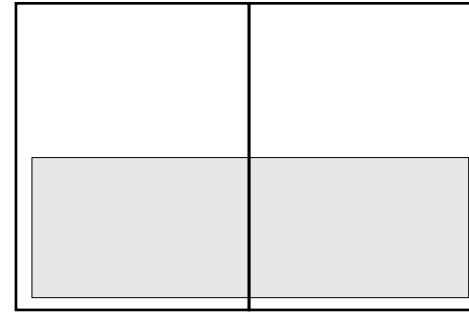
## Digital Magazine Advertising Options & Rates



### Two Page Spread

Live: 15.75W x 9.875H  
 Trim: 16.75W x 10.875H  
 Bleed: 17W x 11.125H

Rate: \$2,500



### 1/2 Page Spread

15.75W x 4.75H

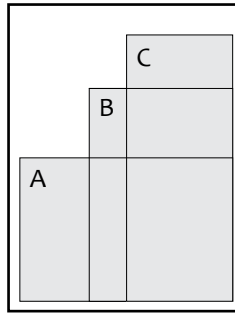
Rate: \$1,875



### Full Page

Live: 8.125W x 10H  
 Trim: 8.375W x 10.875H  
 Bleed: 8.625W x 11.125H

Rate: \$1,600



### A. 1/2 Page Horizontal

7.375W x 4.75H  
 No Bleed

Rate: \$975

### B. 1/2 Page Island

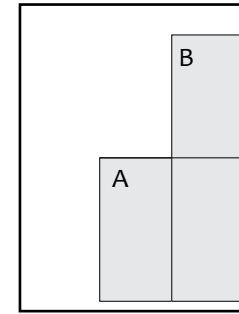
4.5W x 7.375H  
 No Bleed

Rate: \$1,025

### C. 1/2 Page Vertical

3.625W x 9.375H  
 No Bleed

Rate: \$975



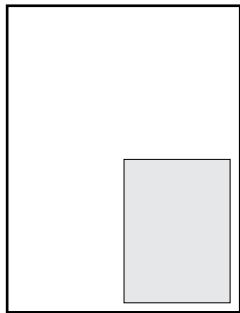
### A. 1/3 Page Square

4.5W x 4.75H  
 No Bleed

### B. 1/3 Page Vertical

2.25W x 9.375 H  
 No Bleed

Rate: \$925



### 1/4 Page

Live:  
 Trim:  
 No Bleed

Rate: \$750

See the next page for special interactive digital magazine options.

#### Premium Positions:

Outside back cover, add \$250  
 Inside front cover, add \$250  
 Inside back cover, add \$150  
 Preferred page positions, add \$100

**Schedule:** Published three times annually, see editorial calendar for deadlines

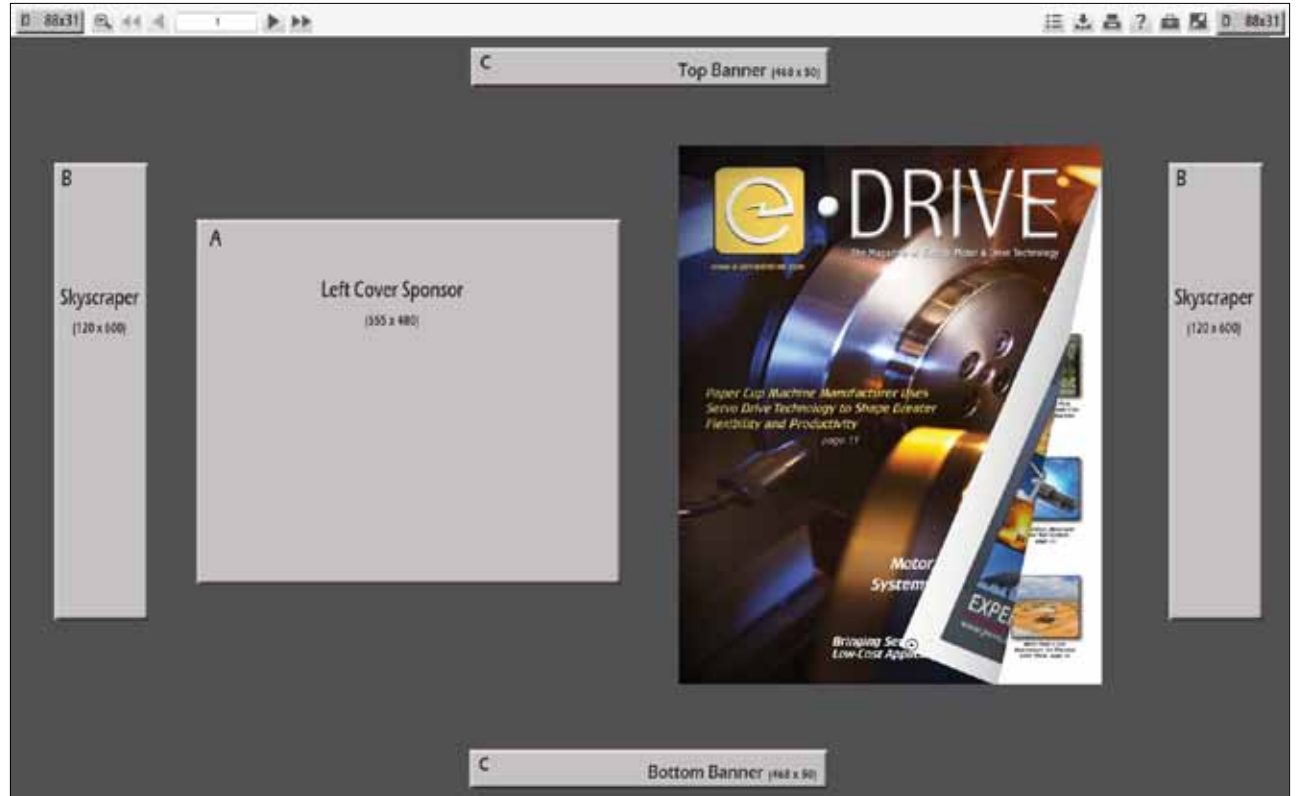
**Circulation:** 20,000 copies per issue distributed vi e-mail and online download

**Color Rates:** Four-color included in rates



## Nxtbook Advertising Options

<b>A</b> Left Cover Sponsor 555 wide x 480 tall	\$2495
<b>B</b> Skyscrapers 120 wide x 600 tall	\$1,125
<b>C</b> Top/Bottom Banners 468 wide x 50 tall	\$850
<b>D</b> Toolbar Logos 88 wide x 31 tall	\$125
Belly Band	\$850
Gate Fold	\$2375
Video	\$575
Ad Jolt	\$575
Blow-in Card	\$575
Customer Supplied Animation	\$575
Custom Animation by Nxtbook	Price varies
Quizzes	Price varies
Surveys	Price varies



e-Drive is published in digital format by Nxtbook. Interactive digital magazines have unique opportunities for reader engagement that are not found in other advertising media. Use it to deliver a customized interactive customer experience to meet their marketing goals.

Visit us online today: [www.nxtbook.com/nxtbooks/webcom/edrive\\_salesbook](http://www.nxtbook.com/nxtbooks/webcom/edrive_salesbook)

## Advertising Specifications & FTP Site Information

Complete ads accepted in PDF, TIFF or EPS formats only. No Word documents are accepted. All ads must be converted to CMYK and at 300 dpi resolution. All fonts and graphics must be included with 300 dpi (minimum) versions of EPS or TIFF, and CMYK images. You may e-mail small ad files (less than 5 mgs) to your Advertising Sales Manager or to Julie Hammond, Production Manager. Please see editorial calendar for materials deadline. A late fee will be incurred if materials are not received by deadline date.

### Sending Files Electronically

For files less than 5 mgs, send file via e-mail to Julie Hammond, Production Manager, at [JulieH@WebcomCommunications.com](mailto:JulieH@WebcomCommunications.com). For files over 5 mgs, file can be uploaded to Webcom's FTP site using a compatible FTP software program.

### FTP Site Instructions

1) Please e-mail Julie Hammond, Production Manager, at [JulieH@WebcomCommunications.com](mailto:JulieH@WebcomCommunications.com), to indicate you are uploading a file. Include your company name, the file name, e-Drive magazine, and for which issue the advertisement is scheduled.

2) With an ftp Client

host name: [www.infowebcom.com](http://www.infowebcom.com)

username: ads

password: Webcom21

3) Through Windows Explorer

<ftp://ads@www.infowebcom.com>

username: ads

password: Webcom21

### Send production materials to:

Julie Hammond, Production Manager

Webcom Communications

7355 E. Orchard Rd, Ste 100

Greenwood Village, CO 80111

[JulieH@WebcomCommunications.com](mailto:JulieH@WebcomCommunications.com)





## Motor & Drive Systems 2017

January 18-19 • Orlando, Fla.

Motor & Drive Systems 2017 is focused on the latest technical advancements impacting the design and integration of motor, drive systems and motion control for manufacturing, industrial, packaging and other applications.

Conference topics will include improving motor efficiency and reliability, regulatory and safety issues, testing standards and programs, emerging and high growth applications, developing and pairing motor & drive systems and improving loss prediction and calculation. Join hundreds of OEM design engineers and discover how new technologies are improving performance, energy efficiency and providing cost savings in a variety of applications.

The interactive exhibit hall will feature the latest motor and drive capabilities. Network with motor manufacturers, drive and motion control system manufacturers, IC companies, testing services & systems providers, as well as an array of component and sub-system providers.

The pre-conference workshops provide an in-depth education experience, providing valuable information for both the new and seasoned engineer.

Motor & Drive Systems 2016 will provide the best forum to learn from leading motor and drive system manufacturers on new technologies entering the market and what's ahead.

**For more information visit [www.E-driveOnline.com/Conferences](http://www.E-driveOnline.com/Conferences)**

